

**LOCATION**

West Des Moines, IA

**NO. OF EMPLOYEES**

501-1,000

**INDUSTRY**

Marketing and Advertising

## ITA Group Makes Personal Connections Using LinkedIn Sales Navigator to Grow Its Sales Pipeline

### Challenges:

ITA Group helps global brands keep employees engaged and motivated by creating and managing events, incentive and recognition programs. With a mission focused on people, they were looking to empower their sales staff to find the best leads and engage with prospects on a human level.

- Given their consultative approach, ITA Group knew they needed to be an expert in their clients' businesses.
- ITA Group's primary clients are the C-suites, and the sales team wanted to access as much information as possible prior to engaging with top prospects.
- The sales team was already using LinkedIn, but added Sales Navigator to conduct unlimited prospect searches.

*"If you're not using LinkedIn at this point, as a salesperson, I would question what you're doing. I would want to understand how you're able to stay relevant, because I couldn't imagine doing business without it."*



**Kevin Gergel**  
Business Development Manager, ITA Group

## Solution:

The sales team at ITA Group began using LinkedIn Sales Navigator as a source for prospecting and generating leads two years ago. After using other methods for researching decision makers and potential clients, they found nothing came close to the comprehensive features of Sales Navigator for maintaining a database of contacts. It also helps salespeople engage with prospects on a human level based on the information pulled from their LinkedIn profile.

"Understanding who prospects are as human beings as well as professionals has been extremely helpful to me," says Kevin Gergel, Business Development Manager at ITA Group. In one instance, he found a prospect who shared his love of baseball, which he mentioned when messaging him on LinkedIn about a business opportunity. "That's how I like to use LinkedIn," Gergel says. "Personalizing and humanizing the business side."

*"Since installing LinkedIn Sales Navigator, we've increased the quality of our pipeline which helped us reach our initial goal of 24% close ratio for new business - and that was in about one year's time period, which is great for us. Now we've raised the bar to 33%"*



**Rob Danna**

Senior Vice President of Sales and Marketing, ITA Group

## Results:

LinkedIn Sales Navigator helped ITA Group grow its pipeline and close more deals. They also lowered their average close time — the number of days between handing in a proposal to closing a deal — from 150 to 75 days, which allows their sales team to be more efficient and engage with more prospects.

The personalization has been the key to unlocking their efficiency. With Sales Navigator, the sales team can find more information about the companies they want to work with and the decision makers at those organizations. Quick access to information about prospects allows them to gather key insights and take a conversational approach with leads so they can engage on a human level.

**24%**  
ITA Group raised their close ratio on new sales leads from 10% to 24% in one year

**17%**  
Sales pipeline increased in size by 17%

Visit [sales.linkedin.com](https://sales.linkedin.com) to get started with LinkedIn Sales Navigator